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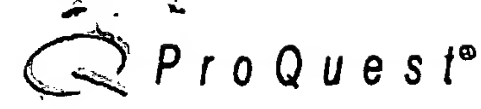
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DiPersio, Cindy, Hayden, Gin, Goeldner, C R, Cordova, Chris. **Journal of Travel Research.** Boulder: Summer 1995. Vol. 34, Iss. 1; p. 51 (13 pages)


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Venkatraman, N. **Sloan Management Review.** Winter 1994. Vol. 35, Iss. 2; p. 73 (15 pages)

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Vandermerwe, Sandra. **Columbia Journal of World Business.** Summer 1993. Vol. 28, Iss. 2; p. 46 (20 pages)

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Kador, John. **Chief Information Officer Journal.** New York: Mar/Apr 1993. Vol. 5, Iss. 4; p. 45 (6 pages)

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